



發展品牌、升級轉型及
拓展內銷市場的專項基金
Dedicated Fund on Branding,
Upgrading and Domestic Sales

The BUD Fund

Document and Licence Page

Last Updated: July 2021

Documents required from all applicants

- Copy of the Business Registration Certificate**

- Copy of documentary evidence proving that the applicant has substantive business operations in Hong Kong**
E.g.: Mandatory Provident Fund records, annual audit report, transaction documents, etc. (see Annex 2 of [Guide to Application](#) for examples of documents)

- Copy of documentary proof of the applicant's annual turnover in the previous year** (not applicable to applicants established for less than one year)

Documents that you need to provide in the following scenarios

If your project involves	Description/example	Types and examples of documents needed for clarification or support
Specific licence/qualification/certification as a pre-requisite for successful implementation	Example: if the project involves product(s)/business which can only be imported/marketed/sold/provided in the Mainland/FTA and/or IPPA market with specific health or safety certificate issued by the authorities from the target market	<p>Evidence of having obtained the required licence/qualification/ certification so as to demonstrate the project's feasibility, e.g.:</p> <ul style="list-style-type: none"> • Copy of documentary proof of the current business operation already set up in the Mainland/FTA and/or IPPA market. • Copy of the trademark registration, project testing certificate(s), prerequisite licence(s) and local business licence(s) of the current business entity of the Applicant in the Mainland/FTA and/or IPPA market.
Promotion	If the applicant is licensing branded product(s)/service(s) from the brand owner to be marketed/sold in the Mainland/FTA and/or IPPA market	<ul style="list-style-type: none"> • Relevant letter of authorisation • Copy of relevant sales/dealership agreement (if applicable)
	If the application involves elements of brand building/promotion/development	<p>Evidence showing that the project's trademark has not yet been registered by other entities in the Mainland/FTA and/or IPPA market, e.g.:</p> <ul style="list-style-type: none"> • Written document of trademark search result
	If the application involves positioning the brand as a "Hong Kong Brand" for marketing/sales in the Mainland/FTA and/or IPPA market	Documentary evidence showing that the trademark has already been registered in Hong Kong, or the trademark registration process has already started in Hong Kong
Procurement/licensing of brand(s) or technology	If the application involves trademark/patent registration	Documentary evidence showing that the procurement/licensing of the brand(s) or technology is for the applicant's exclusive use, and the procurement/licensing has not taken place prior to the proposed project's implementation period. For other measures relating to the promotion of the brand(s) to be procured/licensed or product development relating to the technology to be procured/licensed under the proposed project, the relevant promotional and product development measures should not take place prior to the completion of the procurement/licensing measures.
The applicant's Mainland/FTA and/or IPPA entity as implementer	The enterprise's Mainland/FTA and/or IPPA business entity will be involved in project implementation	<p>Copy of documentary evidence proving direct investment relationship between the applicant and its Mainland/FTA and/or IPPA business entity which would be involved in project implementation, e.g.:</p> <ul style="list-style-type: none"> • Copy of document showing personal details of owners/shareholders holding 30% or more shares (up to the ultimate level of natural persons if the applicant is held by company(ies)), such as Form 1(a) of the Business Registration Office, Annual Return of the Companies Registry (Form AR1), etc. • Valid business licence for the entity • Certificate of approval
The applicant as an agent of product(s)/service(s)		<ul style="list-style-type: none"> • Copy of documentary proof showing the applicant as an agent of the product(s)/service(s) in the Mainland/FTA and/or IPPA market (with indication of end date of the current authorisation)

Documents that you MAY need to supplement (if requested) after submitting application

You should be mindful of keeping these documents as supplementary information during the application process, or for the report preparation after the project ends

If your project involves	Description/example	Types and examples of documents potentially needed for clarification or support
Setting up a new entity in the Mainland/FTA and/or IPPA market	Rental costs for the business entity should be in line with the benchmark of the local market	<ul style="list-style-type: none"> Rental advertisements or range of rental rates from the area
Recruiting additional manpower	The salary of employee(s) should be in line with the benchmark of the local market and meet project requirements	<ul style="list-style-type: none"> Recruitment advertisements or salary range for equivalent positions in the target market Past salary records for equivalent positions within the enterprise (if applicable)
Procuring/leasing machinery/equipment/molds	Expense should be within a reasonable range	<ul style="list-style-type: none"> Reference quotations of machinery/equipment
Producing product samples/prototypes	Expense should be within a reasonable range	<ul style="list-style-type: none"> Reference quotations of product samples/prototypes Previous procurement records (if applicable)
Participation in exhibition/roadshow	Travel and accommodation expenses related to exhibition should be within a reasonable range, by choosing economy class travel or budget-friendly business hotels, for example.	<ul style="list-style-type: none"> Reference price of travel and accommodation expenses (such as webpage screenshots)
	Exhibition booth expense should be within a reasonable range	<ul style="list-style-type: none"> Official document of participation fee
Placing project related advertisement	If the application involves engagement of spokesperson/ambassador/KOL for promotion	<p>The applicant should show the relationship between the spokesperson/ambassador/KOL and the enterprise's business, such as: why engaging a spokesperson/ambassador/KOL of this level, or how the spokesperson/ambassador/KOL can help enterprise's business.</p> <p>The applicant should also provide documentary evidence showing that expense is within a reasonable range, e.g.:</p> <ul style="list-style-type: none"> Promotion plan (such as engagement index of the spokesperson/ambassador/KOL, applicable platforms, ways of promotion, etc.) Reference quotation of the spokesperson/ambassador/KOL
Others (if applicable)	Competent startups expecting more recognition and funding	<ul style="list-style-type: none"> Copy of publicity materials introducing the award(s) received by the Applicant
	The applicant's business is complex or uncommon	<ul style="list-style-type: none"> Copy of publicity materials introducing the Applicant's product(s)/service(s)/business

Note: Besides the common scenarios above, you should study the target market thoroughly during the project planning stage, and retain written documents for cost estimation (such as reference quotations) as supporting evidence upon request.